



Purpose: It is the intention of this Administrative-Master Syllabus to provide a general description of the course, outline the required elements of the course and to lay the foundation for course assessment for the improvement of student learning, as specified by the faculty of Wharton County Junior College, regardless of who teaches the course, the timeframe by which it is instructed, or the instructional method by which the course is delivered. It is not intended to restrict the manner by which an individual faculty member teaches the course but to be an administrative tool to aid in the improvement of instruction.

Course Title – Business Report Writing & Correspondence

Course Prefix and Number – BUSI 2304

Department – Business and Office Administration

Division – Technology and Business

Course Type: (check one)

Academic General Education Course (from ACGM – but not in WCJC Core)

Academic WCJC Core Course

WECM course (This course is a Special Topics or Unique Needs Course: Y or N)

Semester Credit Hours # : Lecture hours# : Lab/other hours # 3:3:0

Equated Pay hours for course – 3

Course Catalog Description – Theory and applications for technical reports and correspondence in business.

Prerequisites/Corequisites - THEA reading and writing requirements met and POFT 1301 OR ENGL 1301.

Approvals – the contents of this document have been reviewed and are found to be accurate.

List Lab/ Other Hours
Lab Hours
Clinical Hours
Practicum Hours
Other (list)

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I. Topical Outline – Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, clinical or other non lecture instruction):

Upon successful completion of this course, students will be able to:

- Develop a personal writing style
- Write business messages with accuracy, clarity, and validity.
- Write letters that are persuasive
- Write negative and positive responses
- Write reports that inform, analyze, or persuade

II. Course Learning Outcomes

Course Learning Outcome	Method of Assessment
Compose a variety of business letters and correspondence.	Ninety percent of students will correctly answer at least 70% of the questions on a comprehensive written exam.

III. Required Text(s), Optional Text(s) and/or Materials to be Supplied by Student.

Text: *Essentials of Business Communication*, 8th Edition, Mary E. Guffey, ISBN: 0-324-58800-3, Southwestern-Cengage.
Letter quality paper for homework assignments (all letters must be typed), #2 pencil and scantron forms for tests.

IV. Suggested Course Maximum – 35

V. List any specific spatial or physical requirements beyond a typical classroom required to teach the course.

None. This course is offered as an on-line course in the spring semester.

VI. Course Requirements/Grading System – Describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course

- 30% Exams
- 40% Homework
- 30% Comprehensive Final Exam

There will be about six tests (including the final exam) that will be worth 30% of the final grade. Each exam will consist of T or F, multiple choice, and short answer questions. The comprehensive final exam will be worth 30% of the final course grade.

Reading Assignments

- Ch 1 Building Your Career Success with Communication Skills
- Ch 2 Creating Business Messages
- Ch 3 Improving Writing Techniques
- Ch 4 Revising and Proofreading Business Messages

Test 1

- Ch 5 E-mail and Memorandums
- Ch 6 Direct Letters and Goodwill Messages
- Ch 7 Persuasive Messages
- Ch 8 Negative Messages

Test 2

- Ch 9 Informal Reports
- Ch 10 Proposals and Formal Reports

Test 3

- Ch 11 Communicating in Person, in Meetings, by Telephone, and Digitally
- Ch 12 Making Effective and Professional Oral Presentations

Test 4

- Ch 13 The Job Search, Résumés and Cover Letters
- Ch 14 Employment Interviewing and Follow-up Messages

Test 5

Comprehensive Written Exam

VII. Curriculum Checklist

- **Academic General Education Course** (from ACGM – but not in WCJC Core)
No additional documentation needed

- **Academic WCJC Core Course**
Attach the Core Curriculum Checklist, including the following:
 - Basic Intellectual Competencies
 - Perspectives
 - Exemplary Educational Objectives

- **WECM Courses**
Attach the following:
 - Program SCANS Matrix
 - Course SCANS Competencies Checklist